

What's True about Truvia?

According to Wikipedia, **Truvia** (marketed and stylized as **truvia**) is a stevia-based sugar substitute developed jointly by The **Coca-Cola** Company and **Cargill**.

Everyone knows that Coca-Cola are notorious for misleading information and psychological marketing ploys. You can clean pennies with Coke and engines too! That's no secret. Cargill are chemical manufacturers of Agricultural and Industrial products, who are heavily focused on cheap nasty Vege Oils and Additives. That's right, those nastys we have to watch out for on food labels.

Are you going to trust the makers of liquid borax etc to make a safe sugar replacement?

So what's **true** about **Truvia**?!

Hear what an expert researcher from Food Renegade reports on her website

Truvia is the new “all-natural” sweetener created from the stevia plant. Thanks to it's claim to being “natural,” many health-conscious shoppers have been swayed into believing that Truvia is a healthy alternative to sugar.

After all, Truvia has no calories! And it's sweet! And it's natural! On Truvia's website, we read that it's “the first great-tasting, zero-calorie natural sweetener that's a miracle of nature, not chemistry.”

So, is all this marketing true? Is Truvia actually a miracle of nature? Is Truvia Healthy?

First, we should ask if it's really a natural sweetener. The short answer? No.

Truvia is not stevia. Stevia looks like what it is — a plant, an herb. It's green, and can be purchased in a dried, powdered form. Some companies make extracts of stevia in a liquid form — something you could do, too, with a little bourbon or vodka on your side. Either way, this is something you can grow and make in your own kitchen. But what about Truvia? Truvia looks like table sugar. It's crystallized sweetness. Can you make Truvia in your kitchen?

Of course not! Despite attempts to get straight answers from the folks at Cargill and Coca-Cola who manufacture Truvia, all we know about it is that it's made first by steeping the stevia leaves in boiling water. But how it goes from being “stevia tea” and gets converted into a crystallized ingredient called rebiana is a mystery of the food industry. Surely there's some kind of processing involved, no? PureVia, a competitor to Truvia created by PepsiCo, also extracts an ingredient from the stevia leaf called “Reb A.” (Sounds similar to rebiana, doesn't it? That's because both are

actually alternative names for rebaudioside A, the “active” ingredient in stevia.)

The pure Reb A from the stevia plant that sweetens PureVia starts with stevia leaves, which are first milled and then steeped in water using a brewing method that is similar to brewing tea. The resulting stevia extract is then further purified to separate the Reb A through a proprietary technology using ethanol.

Another mystery of the food industry, but at least we know it involves ethanol.

Then, on top of rebiana, Truvia also contains erythritol (a sugar alcohol like xylitol) and “natural flavors.” Lovely.

CONCLUSION: IS TRUVIA HEALTHY?

What do you think? It’s not natural, but rather made by a mysterious, patented refining process to extract rebiana from the stevia leaf. Plus, it contains other ingredients besides rebiana, including erythritol (a dubious sugar alcohol) and “natural flavors” (whatever they are).

I’ll leave you with a final thought. Why aren’t Coke and other companies using just plain stevia to sweeten their beverages? Could it have something to do with how it took the FDA all of three seconds to grant Truvia the coveted GRAS (generally recognized as safe) status? (GUILTY! I’m exaggerating. It was more like 3 weeks.) How Monsanto spent 20 years blocking the FDA’s approval of stevia when they thought it posed a threat to NutriSweet?

<http://www.foodrenegade.com/is-truvia-healthy>

The Authority Nutrition Website Reports

It is aggressively marketed as a natural, stevia-based sweetener that is good for blood sugar control.

It is manufactured from a blend of three ingredients, which are:

- Erythritol:** a sugar alcohol.
- Rebaudioside A:** a sweet compound isolated from the stevia plant, listed as Rebiana on the label (1).
- Natural Flavors:** it is unclear exactly what this means.

Truvia is often confused with stevia, a natural sweetener made from the stevia leaf.

This is not surprising given that Truvia is advertised as a “stevia-based” sweetener and has a name that sounds similar

However, Truvia and stevia are **not** the same thing.

There’s no Stevia in The Truvia Sweetener, Only Tiny Amounts of Rebaudioside A

“The best sweetness comes from nature. Truvia sweetener is natural, great-tasting sweetness born from the leaves of the stevia plant.”

This quote, from the Truvia website, is terribly misleading.

Truvia barely contains **any** components of the stevia plant, and certainly none of the health benefits.

However, there is no stevioside in Truvia, only **tiny** amounts of purified rebaudioside A (isolated) which has not been linked to any health benefits.

For this reason, marketing Truvia as a “stevia-based” sweetener is highly questionable.

Erythritol is the Main Ingredient

According to Cargill’s website, they manufacture erythritol by processing corn into a food grade starch, which is then fermented with yeast to create a broth.

This is then purified further to create erythritol crystals.

The chemical structure of sugar alcohols gives them the ability to stimulate the sweet taste receptors on your tongue.

“Natural Flavors” in Truvia

The last ingredients in Truvia are “natural flavors.” They are a bit of a mystery.

What the added flavors are exactly, and how they are created, is neither specified on the label nor the website.

But they aren’t legally obligated to disclose what they are, and the combination of these “flavors” with rebaudioside A was patented by Cargill in 2009.

However, it is fair to assume that the natural flavors are probably not that natural. The term is very loosely regulated by the FDA.

A company is free to label any flavor as natural, as long as it is chemically equivalent to a natural flavor.

What “natural flavors” means is not disclosed. However, it is most likely an assortment of chemicals that are not really “natural.”

Truvia Was Taken to Court for the “Natural” Claims

Unfortunately, the exact chemicals used in the patented manufacturing process of Truvia are unknown to the public.

But based on the refined ingredients in Truvia, it’s quite clear that not much about it is “natural.”

In 2012 and 2013, two class-action lawsuits were filed against Cargill for its deceptive marketing and use of the word “natural.”

The suits claimed that the Rebaudioside A and erythritol used are “highly processed”, and that the erythritol they produce is derived from GMO corn.

Are There Any Side Effects?

The main concern with sugar alcohols like erythritol, is that they can cause digestive problems.

Two Wise Dietitians say

Let’s take a look at those three ingredients that make up Truvia

1) **Erythritol:** A sugar alcohol which is made by processing genetically modified corn; this is the primary ingredient in Truvia. Sugar alcohols are notoriously known for their unpleasant side effects. Our bodies do a poor job at digesting sugar alcohols (which is why they are lower in calories), but because they aren’t completely digested, they hang out in our intestines where they are fermented by colonic bacteria. The by-products of fermentation include gastric distress, diarrhea, cramping, gas and bloating. Yuck. That’s ingredient #1.

2) **Rebiana:** Half of one percent of Truvia is Rebiana. The truth is that the only reason Truvia can mention anything about Stevia is because Rebiana is *derived* from a Stevia plant. But again, don’t be fooled. Rebiana is certainly not the same thing as Stevia. It is a *molecule* of the stevia plant. Furthermore, Rebiana is actually 400 times sweeter than sugar, but you’ll notice that Truvia is only twice as sweet as sugar. If you do the math, you’ll see that if a container of Truvia was divided into 200 parts, 199 of them would be Erythritol and only one would be Rebiana (which, again, isn’t even Stevia, but a mere molecule of the Stevia plant). In conclusion, Truvia is mostly Erythritol with a touch of a molecule of Stevia. Ingredient #2.

3) **Natural Flavors.** What does that mean? That’s a good question, and your guess is as good as mine. As you may already know, the term “natural” is not FDA-regulated, therefore there are no standards when using this word. Maybe this is why you’ll find the word “natural” all over the packaging and promotion of Truvia—on their products, website and advertising campaigns. This is a perfect example

of how the term “natural” is used to deceive consumers, as nothing about Truvia is natural. The makers of Truvia are incredibly good at stretching the truth, along with other types of marketing deception such as using pictures of leaves and the color green on Truvia’s packaging and website, making it look “natural” and oh-so-similar to Stevia.

So, there you have it: the truth is that Truvia is a true sugar alcohol. Truvia is 99.9% pure genetically modified erythritol and less than a half percent of something made from Stevia—just so they can lie to you. If you dare, experiment at home and you’ll find that this highly processed sweetener doesn’t even taste like Stevia. Such a shame.

Thanks to a false-advertising job well-done, many health conscious consumers have been tricked into believing that Truvia is a great choice for those who want to eat healthy and not gain weight from their sweetener. They’ve convinced many people that it is really just the same thing as stevia. On the “About” page of their website, it says: “Truvia sweetener is natural, great-tasting sweetness born from the leaves of the stevia plant.” While technically there is some stevia in the product, it is actually made from 99.5% erythritol (a sugar alcohol) and only 0.5% rebiana (an extract from the stevia plant – but not at all the same thing as stevia).

The sugar alcohol **erythritol** is made from yeast fed genetically modified corn derivatives. Like all other sugar alcohols, it is notoriously known for its unpleasant side effects because our bodies do a poor job at digesting them. Because they aren’t completely digested, they linger in our intestines where they are fermented by colonic bacteria. The lovely side effects of this include gastric distress, diarrhea, cramping, gas and bloating...

Like I mentioned above, Truvia is only about 1/2 of 1% **rebiana**. This is the only reason Truvia can mention anything about stevia in their marketing...because rebiana is derived from the stevia plant. It is definitely not the same thing. It’s only a molecule of the plant, which undergoes a highly refined process to extract it.

Next let’s talk about the zero calories claim. While it’s true – Truvia doesn’t have any calories (like mostly all other artificial sweeteners), but “healthy eaton” (see that pun?) is not all about calories anyway. Since our bodies can’t figure out how to metabolize these fake sweeteners, they are actually more than likely interfering with your metabolism and causing weight gain! That kind of defeats the purpose of choosing a 0 calorie product to begin with, right? This explains why people who make the switch from sugary foods and drinks to artificially sweetened ones don’t lose a single pound.

The FDA has declared Truvia to be safe for human consumption, but then again, the FDA has also declared perilous **Aspartame** to be safe for human consumption, so to me that does Not carry any real credibility. They allowed Coca-Cola to use Aspartame under the misleading name of **NutraSweet** recently! Beware.

A QUESTION: WHY WOULD WE DEPEND ON THE MAKERS OF COKE AND BORAX FOR SAFE ALTERNATIVE SWEETENERS?